



## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application:

### Listing of Claims:

1. (currently amended) A computer implemented method for utilizing a total customer experience action planning process to provide an improved customer experience, said method comprising:

[[(a)]] gathering data from different perspectives associated with an organization and regarding a total customer experience of customers of said organization, said gathering data including gathering data from a customer regarding customer satisfaction with a priority of said customer with respect to said organization and also including gathering data from a manager within said organization regarding a perceived priority of said customer with respect to said organization;

[[(b)]] during a strategy session associated with said organization, determining a goal for said organization along with an associated success metric for accomplishing said goal, wherein said goal is selected to improve a customer experience shortcoming identified based on said data;

[[(c)]] determining a department action plan goal along with an associated success metric for accomplishing said department goal, wherein said department goal is closely associated with a business objective of said organization; and

[[(d)]] taking measurable action to accomplish said department goal.

2. (currently amended) The method as described in Claim 1 further comprising:

[[(e)]] during a commitment session associated with said organization, providing an overview of said total customer experience action planning process to a manager of said organization and to staff associated with said manager.

3. (original) The method as described in Claim 1 wherein said data further comprises data provided by a partner organization that works together with said organization.

4. (cancelled)

5. (currently amended) The method as described in Claim 1 further comprising:

[[(e)]] repeating said gathering data, said determining a goal for said organization along with an associated success metric for accomplishing said goal, said determining a department action plan for accomplishing said goal, and said taking measurable action to accomplish said goal-(a) through-(d) at some future time.

6. (currently amended) The method as described in Claim 1 wherein said [[(c)]]  
determining a department action plan for accomplishing said goal further comprises:

[[(c1)]] verifying said ~~department~~ goal and said associated success metric for  
accomplishing said ~~department~~ goal within an up-line manager of said organization.

7. (currently amended) A computer readable medium having computer readable code  
embodied therein for causing a computer to perform:

[[(a)]] receiving data from different perspectives associated with an organization and  
regarding a total customer experience of customers of said organization, said receiving data  
including receiving data from a customer regarding customer satisfaction with a priority of said  
customer with respect to said organization and also including receiving data from a manager  
within said organization regarding a perceived priority of said customer with respect to said  
organization;

[[(b)]] during a strategy session associated with said organization, receiving a goal for  
said organization along with an associated success metric for accomplishing said goal, wherein  
said goal is selected to improve a customer experience shortcoming identified based on said  
data;

[[(c)]] receiving a department action plan goal along with an associated success metric  
for accomplishing said ~~department~~ goal, wherein said ~~department~~ goal is closely associated with  
a business objective of said organization; and

[[(d)]] receiving measurable action taken to accomplish said ~~department~~ goal.

8. (currently amended) The computer readable medium as described in Claim 7 further  
comprising:

[[(e)]] during a commitment session associated with said organization, providing an  
overview of said total customer experience action planning process to a manager of said  
organization and to staff associated with said manager.

9. (original) The computer readable medium as described in Claim 7 wherein said data  
further comprises data provided by a partner organization that works together with said  
organization.

10. (cancelled)

11. (currently amended) The computer readable medium as described in Claim 7 further  
comprising:

[[(e)]] repeating said receiving data, said receiving a goal for said organization along  
with an associated success metric for accomplishing said goal, said receiving a department

action plan for accomplishing said goal, and said receiving measurable action taken to accomplish said goal (a) through (d) at some future time.

12. (currently amended) The computer readable medium as described in Claim 7 wherein said [[(c)]] receiving a department action plan for accomplishing said goal further comprises: [[(c1)]] transmitting said ~~department~~ goal and said associated success metric for accomplishing said ~~department~~ goal to an up-line manager of said organization for a verification.

13. (currently amended) The computer readable medium as described in Claim 12 wherein said [[(c)]] receiving a department action plan for accomplishing said goal further comprises:

[[(c2)]] receiving said verification from said up-line manager of said organization.

14. (currently amended) A computer system comprising:  
a processor;  
an addressable data bus coupled to said processor; and  
a memory device coupled to communicate with said processor for implementing a total customer experience action planning process, said method comprising:

[[(a)]] receiving data from different perspectives associated with an organization and regarding a total customer experience of customers of said organization, said receiving data including receiving data from a customer regarding customer satisfaction with a priority of said customer with respect to said organization and also including receiving data from a manager within said organization regarding a perceived priority of said customer with respect to said organization;

[[(b)]] during a strategy session associated with said organization, receiving a goal for said organization along with an associated success metric for accomplishing said goal, wherein said goal is selected to improve a customer experience shortcoming identified based on said data;

[[(c)]] receiving a department action plan goal along with an associated success metric for accomplishing said ~~department~~ goal, wherein said ~~department~~ goal is closely associated with a business objective of said organization; and

[[(d)]] receiving measurable action taken to accomplish said ~~department~~ goal.

15. (currently amended) The computer system as described in Claim 14 wherein said method further comprising:

[[(e)]] during a commitment session associated with said organization, providing an overview of said total customer experience action planning process to a manager of said organization and to staff associated with said manager.

16. (original) The computer system as described in Claim 14 wherein said data further comprises data provided by a partner organization that works together with said organization.

17. (cancelled)

18. (currently amended) The computer system as described in Claim 14 wherein said method further comprising:

[[(e)]] repeating said receiving data, said receiving a goal for said organization along with an associated success metric for accomplishing said goal, said receiving a department action plan for accomplishing said goal, and said receiving measurable action taken to accomplish said goal (a) through (d) at some future time.

19. (currently amended) The computer system as described in Claim 14 wherein said [(c)] receiving a department action plan for accomplishing said goal further comprises:

[(c1)] transmitting said department goal and said associated success metric for accomplishing said department goal to an up-line manager of said organization for a verification.

20. (currently amended) The computer system as described in Claim 19 wherein said [(c)] receiving a department action plan for accomplishing said goal further comprises:

[(c2)] receiving said verification from said up-line manager of said organization.